

WHAT IS CLAIMED IS:

1. A method of applying an image to a substrate, the method comprising the steps of:

a) imaging a printable layer of a first heat transfer material comprising a first base layer and the printable layer to create an imaged printable layer;

b) separating the imaged printable layer from the first base layer;

c) positioning a second heat transfer material, the second heat transfer material comprising a second base layer and an overlay transfer film, and the imaged printable layer adjacent a substrate;

d) transferring the imaged printable layer and the overlay transfer film to the substrate.

2. The method of claim 1, wherein the transferring step is performed by applying heat and pressure to the second heat transfer material.

3. The method of claim 2, wherein the step of applying heat and pressure is performed by hand ironing.

4. The method of claim 2, wherein the step of applying heat and pressure is performed by using a heat press.

5. A method of applying an image to a substrate, the method comprising the steps of:

a) imaging a printable layer of a first heat transfer material comprising a first base layer and the printable layer to create an imaged printable layer;

b) overlaying the imaged printable layer with a second heat transfer material comprising a second base layer and an overlay transfer film;

- c) transferring the imaged printable layer to the first heat transfer material; and
 - d) transferring the imaged printable layer and the overlay transfer film to a substrate.
- 6. A method of applying an image to a substrate, the method comprising the steps of:
 - a) positioning an imaged film and a heat transfer material adjacent a substrate, the heat transfer material comprising an overlay transfer film; and
 - b) transferring the imaged film and the overlay transfer film to the substrate.
- 7. The method of claim 6, wherein the imaged film and the heat transfer material are not attached together during the positioning step.
- 8. A heat transfer material kit, the kit comprising:
 - a first number certain of a first heat transfer material, the first heat transfer material comprising a printable, peelable transfer film;
 - a second number certain of a second heat transfer material, the second heat transfer material comprising an overlay transfer filmwherein the first heat transfer material is of a different type than the second heat transfer material.
- 9. The kit of claim 8, wherein the first and second heat transfer materials are labeled so as to allow a user to distinguish between the first and second heat transfer materials.
- 10. The kit of claim 8, wherein the first number certain equals the second number certain.

11. The kit of claim 8 wherein the first number certain is greater than the second number certain.

12. The kit of claim 8, further comprising at least one stick-resistant overlay material.

13. The kit of claim 9, further comprising at least one silicon-coated overlay material.

14. The kit of claim 8, wherein the overlay transfer film comprises a polymer which melts in a range of from about 65 degrees Celsius to about 180 degrees Celsius.

15. The kit of claim 8, wherein the first heat transfer material further comprises:

a flexible base layer having first and second surfaces selected from the group consisting of films and cellulosic nonwoven webs; and

a release layer overlaying the first surface of the base layer, which release layer comprises a polymer having essentially no tack at transfer temperatures of about 177 degrees Celsius;

wherein the printable, peelable transfer film overlays the release layer, and

further wherein the release layer and the printable, peelable transfer film are adapted to provide the first heat transfer material with cold release properties.

16. The kit of claim 15, further wherein the base layer is a cellulosic nonwoven web.

17. The kit of claim 16, further wherein the cellulosic nonwoven web is a latex-impregnated paper.

18. The kit of claim 15, further wherein the polymer comprising the release layer is selected from the group consisting of acrylic polymers and poly(vinyl acetate).

19. The kit of claim 15, further wherein the release layer further comprises an effective amount of a release-enhancing additive.

20. The kit of claim 19, further wherein the release-enhancing additive is selected from the group consisting of a divalent metal ion salt of a fatty acid, a polyethylene glycol, a silicone surfactant, or a mixture thereof.

21. The kit of claim 19, further wherein the release-enhancing additive is calcium stearate, a polyethylene glycol having a molecular weight of from about 2,000 to about 100, 000, siloxane-polyether surfactant, or a mixture thereof.

22. The kit of claim 15, further wherein the printable, peelable transfer film further comprises a printable ink-compatible layer, the ink-compatible layer comprising a film-forming binder and a powdered thermoplastic polymer, wherein each of the film-forming binder and the powdered thermoplastic polymer melts in a range of from about 65 degrees Celsius to about 180 degrees Celsius.

23. The kit of claim 8, wherein the second heat transfer material further comprises:

a flexible base layer having first and second surfaces selected from the group consisting of films and cellulosic nonwoven webs; and

a release layer overlaying the first surface of the base layer, which release layer comprises a polymer having essentially no tack at transfer temperatures of about 177 degrees Celsius; and

wherein the overlay transfer film overlays the release layer; and

further wherein the release layer and the overlay transfer film are adapted to provide the second heat transfer material with cold release properties.

24. The kit of claim 23, further wherein the base layer is a cellulosic nonwoven web.

25. The kit of claim 24, further wherein the cellulosic nonwoven web is a latex-impregnated paper.

26. The kit of claim 23, further wherein the polymer is selected from the group consisting of acrylic polymers and poly(vinyl acetate).

27. The kit of claim 23, further wherein the release layer further comprises an effective amount of a release-enhancing additive.

28. The kit of claim 27, further wherein the release-enhancing additive is selected from the group consisting of a divalent metal ion salt of a fatty acid, a polyethylene glycol, or a mixture thereof.

29. The kit of claim 27, further wherein the release-enhancing additive is calcium stearate, a polyethylene glycol having a molecular weight of from about 2,000 to about 100, 000, or a mixture thereof.

30. The kit of claim 23, further wherein the overlay transfer film comprises a film-forming binder.

31. The kit of claim 23, further wherein the overlay transfer film comprises a powdered thermoplastic polymer and a film-forming binder.

32. The kit of claim 23, wherein the second heat transfer material further comprises a conformable layer overlaying the base layer and underlying the release layer.

33. A method of using the kit of claim 8, the method comprising the steps of:

- a) imaging the printable, peelable transfer film of one of the first heat transfer material to create an imaged printable, peelable transfer film;
- b) separating the imaged printable, peelable transfer film from a remaining portion of the first heat transfer material;
- c) positioning one of the second heat transfer material and the imaged printable, peelable transfer film adjacent a substrate; and
- d) transferring the imaged printable, peelable transfer film and the overlay transfer film to the substrate.

34. A method of using the kit of claim 8, the method comprising the steps of:

- a) imaging the printable, peelable transfer film of one of the first heat transfer material to create an imaged printable, peelable transfer film;
- b) overlaying the imaged printable, peelable transfer film with one of the second heat transfer material;
- c) transferring the imaged printable, peelable transfer film to the first heat transfer material; and
- d) transferring the imaged printable, peelable transfer film and the overlay transfer film to a substrate.